

U.S.
**TELEVISION
STATIONS
NATIONAL SALES**

630 North McClurg Court
Chicago, Illinois 60611
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Dear Mr. Cullman:

I would be extremely interested, both professionally and as an interested American consumer, in the complete text of the differences between the Tobacco Institute and the American Cancer Society regarding cigarette smoking and health.

I believe that this problem runs deeper than just conforming to accepted research procedures. The underlying questions attack the entire purpose and the basic function of scientific research - the presentation of facts in an unbiased manner and the application of those facts to the solution of problems.

The American Cancer Society is spending public money. The public has a right to know the findings. What is to prevent other groups from using a public grant to investigate the health hazards of any other American product?

Automobiles kill 50,000 people a year, yet must we make the car so laden with safety features that the average American cannot afford to buy and operate one? Must advertising of automobiles be stopped only on radio and television if we determine through unpublished findings that automobiles are harmful?

Why must business firms engaged in marketing of products which the public desires by individual choice to consume have to pay high marketing costs for advertising when the Cancer Society can get free advertising time on all television and radio stations to denounce the benefits of the product with unpublished findings?

If groups with public funds can cause the economic upheaval they have caused in the broadcast industry and ultimately in the tobacco industry, what will prevent any group from conducting research and publishing facts which cannot be acknowledged as true or scientifically significant unless they are examined in detail.

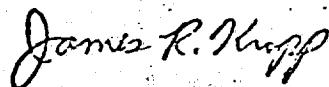
I sincerely hope, for the sake of all consumers, that your efforts are not in vain. If the consumer loses his power of choice we no longer will have the free enterprise system which

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has made this country great.

Thank you for publishing your views in the Wall Street Journal.

Sincerely,



James R. Kropp
Midwest Manager of Research and Sales Promotion
CTS National Sales

Mr. Joseph F. Cullman, III
Chairman of the Executive Committee
The Tobacco Institute, Inc.
Philip Morris, Inc.
100 Park Avenue
New York, New York 10017

May 1, 1970

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